

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) An apparatus for calculating an audience rating using an interactive television, the apparatus comprising:

a receiver for receiving contents;

a controller for providing contents to a user and for controlling interactive data transfer;

a user history recorder for saving information on a user's action on a corresponding content under control of the controller, the user history recorder including a consumption type recorder for segmenting a user's consumption type on content and for saving the segmented behavior, and a consumption behavior recorder for recording a user's consumption behavior on each section according to the user's action made on different sections while using content; and

a data transmitter for transmitting at least one of the consumption type and the consumption behavior information recorded in the user history recorder every cycle or upon a requesting,

wherein the consumption type recorder comprises:

a recording record area for recording relevant information and frequency thereof regarding when the user records the content, and

Reply to Office Action dated December 17, 2009

a back-up saving record area for recording relevant information and frequency thereof regarding when the content is saved in an external storage besides a receiver, and wherein the consumption behavior recorder comprises:

a normal finish record area for recording information regarding whether the user has viewed the entire content to an end at a normal speed,

a stopped record area for recording section information regarding a stopped action made by the user during a middle of the content, the section information regarding the stopped action including a stop point indicator relative to the content,

a skimmed record area for recording section information regarding a skimmed action made on the content, and

a skipped record area for recording section information regarding a skipped action made on the content, wherein the stopped action, the skimmed action and the skipped action are each different actions; and

wherein the information from the normal finish record area, the section information from the stopped record area, the section information from the skimmed record area and the section information from the skipped record area are transferred by the data transmitter,

wherein the normal finish record area stores a flag value ~~according to a normal finish action~~ indicating whether a user watched a content from a beginning to an end at a normal speed, and a frequency of the normal finish action based on the flag value,

Reply to Office Action dated December 17, 2009

the stopped record area stores a stop point indicator ~~according to the stopped action~~ indicating a latest stopped point in the middle of the content, and a frequency of the stopped action based on the stop point indicator,

the skimmed record area stores a section start/end information or a section start/length information ~~according to~~ relating to a section having the skimmed action, and a frequency of the skimmed action based on the section start/end information or the section start/length information, and

the skipped record area stores a section start/end information or a section start/length information ~~according to~~ relating to a section having the skipped action, and a frequency of the skipped action based on the section start/end information or the section start/length information,

wherein the normal finish record area, the stopped record area, the skimmed record area and the skipped record area include an area for storing the frequency of an action per section.

2. (Canceled)

3. (Original) The apparatus of claim 1, wherein the user history recorder is a portable recorder like a smart card.

4. (Previously Presented) The apparatus of claim 1, wherein the user history recorder is installed in the interactive television receiver.

5. (Canceled)

6. (Previously Presented) The apparatus of claim 1, wherein the consumption type recorder further comprises:

a simple view record area for recording relevant information and frequency thereof regarding when a user views the content; and

at least one transfer record area for recording relevant information and frequency regarding when the content is transferred externally through a network.

7. (Canceled)

8. (Previously Presented) The apparatus of claim 1, wherein the consumption behavior recorder further comprises:

a replay record area for recording section information regarding when a rewind action is made on the content; and

a slowed record area for recording section information regarding when a slowed action is made on the content, wherein the stopped action, the skimmed action, the skipped action, the rewind action and the slowed action are each different actions.

Reply to Office Action dated December 17, 2009

9. (Previously Presented) The apparatus of claim 8, wherein when the user views again the designated content the user stopped viewing before, all previous stopped record information is deleted, and a latest stopped point information is again recorded in the stopped record area.

10. (Previously Presented) The apparatus of claim 1, wherein when the user replays a designated content at an ending part of the designated content, the action is recorded in the normal finish record area.

11. (Previously Presented) The apparatus of claim 8, wherein the information recorded in the skimmed record area and the skipped record area is designated as record information with low attractiveness to a section of a designated content, while the information recorded in the replay record area and the slowed record area is designated as record information with high attractiveness to a section of the designated content.

12. (Canceled)

13. (Previously Presented) The apparatus of claim 1, wherein user record information recorded in the user history recorder is transferred to a content provider if the content provider request the user record information.

14-21. (Canceled)

22. (Previously Presented) The apparatus of claim 1, wherein the skimmed record area stores information identifying a start and an end of the skimmed action.

23. (Previously Presented) The apparatus of claim 1, wherein the skimmed record area stores information identifying a start and a length of the skimmed action.

24. (Previously Presented) The apparatus of claim 1, wherein the skipped record area stores information identifying a start and one of an end skipped action or a length of the skipped action.